

CHATTANOOGA HAMILTON COUNTY HEALTH PLAN

Health Priority Issue #1 Obesity/Diet/Lack of Exercise

Focus: "21 Day Fitness Program" or Other Optional Community-Base Fitness Activities

Suggest Action: What needs to be done?	<ol style="list-style-type: none"> 1. Appoint experienced person(s) to recruit committee members to develop optional Community-based strategies. 2. Determine what sub-population groups should be targeted and seek grants for support funding. 3. Get buy in from area fitness centers/programs 4. Develop menu of exercise programs using area fitness facilities, recreation centers, schools and parks. 5. Develop exercise programs that can be implemented by individuals or groups without using a fitness facility (I.e. walk your child to school, floor exercises, chair exercises).
By Whom? Who will take the action	<ol style="list-style-type: none"> 1. Committee will recruit persons familiar with fitness programs and fitness facilities to develop and implement exercise programs, and activities. 2. Committee will recruit other appropriate citizens in targeted neighborhoods to implement the plan (I.e. church leaders, garden clubs, neighborhood associations).
By When? By what date Resources and support Needed/Available.	<p>The proposed 21-day plan will be implemented in the year 2000 during a time period that will generate the most attention from the media and the most involvement from area citizens.</p> <ol style="list-style-type: none"> 1. Financial resources will be needed to cover the cost of painted materials, purchasing incentive prizes, snacks for community gatherings, fees for experts, mileage for community leaders. 2. Human resources needs will be extensive. Personnel to lead and implement the program in all parts of the county, experts to train community leaders and support staff to provide needed administrative support. 3. Political resources will include buy-in from local county commissioners, City Council members, school board members, Mayor's Office, The Chamber of Commerce, etc. 4. Implement the program through organized groups and entities such as large and small businesses, the police force, firefighters, city and county employees (will require individuals familiar with the politics and regulations of these organizations).
Potential Barriers/ Resistance	<ol style="list-style-type: none"> 1. Area fitness facilities may feel that their territory is being invaded. The importance of emphasizing community wellness will be important in developing these partnerships. 2. Members of the population that are to be targeted with this program may show some resistance to a change in their daily routine and lifestyle. 3. Resistance may be demonstrated through non-participation of individuals and facilities.
How Success Measured?	<ol style="list-style-type: none"> 1. Daily diaries or journals from participants can help measure success. 2. Developing a measurement tool that includes before and after statistics perhaps including blood pressure, weight, lung capacity, flexibility, body fat measurements, etc.